

OPENINGS

Developed in **New Zealand** in 2005, Clip 'n Climb has brought the niche sport of indoor climbing to everyone.

To start off 2022, we have decided to summarize everything we have achieved since then.



Our **346 centres** collectively include more than **5000 Challenges**. They are distributed around the world in a range of facility types: amusement parks, stand-alone facilities, climbing gyms, leisure centres, resorts, shopping malls, trampoline parks and many others.

There are just so many opportunities for you to run a fun and strong business!

Sign up for our **newsletter** and get access to the latest Clip 'n Climb news and highlights around the world!



52

Countries in which
Clip 'n Climb is present

82

Centres in the UK,
including 3 franchisees

45

Centres in the USA

40

Centres in France

2021 - AN EVEN LARGER AND MORE DIVERSIFIED RANGE OF CHALLENGES



Our policy is that we launch **new or updated products every year**.
In order to do this, we work with a group of testers and ambassadors.
They help us ensure that we are addressing the **real needs**
and **expectations of our market** and customers.



Tiphaine Lazard - Clip 'n Climb Product Manager

SAFETY – OUR TOP PRIORITY!

The safety of our climbers and staff is our top priority.

All Clip 'n Climb centres and products follow a set of **strict safety standards** so that visitors can relax and have fun knowing that we're doing everything to keep them safe.

Nothing is left to chance!



**An intuitive,
simple and safe
connection device**

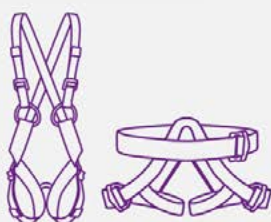
- ✓ Increased climber safety
- ✓ Reduced staffing costs
- ✓ Enhanced customer experience



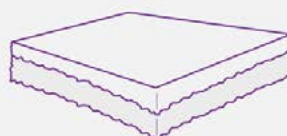
**The best
individual belaying
system**



Articulated mats



Harnesses and specific climbing equipment



Rubber crumb safety surface



Initial and annual staff training

SERVICES: ON-GOING SUPPORT



Branded booking
system and website



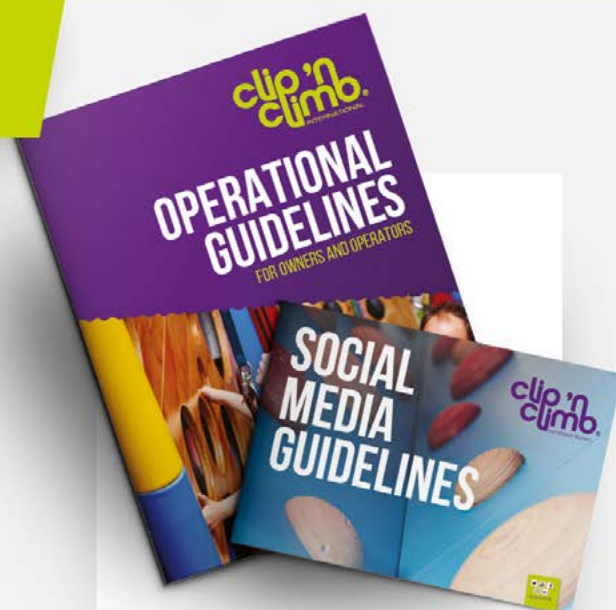
Training



Maintenance



Briefing videos



Operational Guidelines
Brand Guidelines



Ready-to-use
marketing tools

All Clip 'n Climb tools are available through our dedicated **Extranet** for our customers. This is a place where you can exchange ideas, ask questions and explore opportunities with Clip 'n Climb owners and suppliers. All manuals and booklets for marketing and operations can be **downloaded**.



NEW OPPORTUNITIES IN THE UK!

Clip 'n Climb has continued to revolutionise the 'fun climbing' industry over the last two decades and has grown rapidly in the UK.

We are now in a position where we can **roll out our Franchise Model in the UK.**



Your success is our success, so our support is built into every stage of your investment from the moment we have the initial meeting through to the first time you open your doors to the public

- **Ongoing help** and advice on all aspects of the franchise
- **Ongoing field visits** to help you run your franchise
- **New ideas** for improving the services we offer
- **Refresher training** for you and your staff
- **Operational advice** to ensure maximum profitability
- Ongoing **marketing campaigns**, guidance and support
- **Assistance** with business problem solving

3
Franchisees

Since
2020

74
Challenges



STRONG WORLDWIDE BRAND

Clip 'n Climb has become the synonymous term for all **fun climbing facilities**. It is universally accepted as the benchmark for **quality** and **reliability** around the world as we invest heavily in custom made tools and moulds to create our **iconic designs**.

If you are thinking of venturing into a fun climbing business you should place **Clip 'n Climb** at the top of your wish list. The **knowledge** in the field and the **experiences** supporting so many successful Clip 'n Climb businesses is immeasurable. For example, the strongly developed brand awareness will ensure that your need for costly local marketing will not be necessary.

Our centres benefit directly from an extremely high brand awareness.



over
10 millions
guests

No Clip 'n Climb facilities have ever gone into liquidation despite COVID. Our brand is proven to work profitably. It is estimated that over 10 million guests have enjoyed climbing with Clip 'n Climb since its inception. This number can then be increased substantially when embracing the number of people that have become aware of Clip 'n Climb through word-of-mouth, social media etc.

CLIP 'N CLIMB DIFFERENT PROFITABLE LAYOUTS :

how can you include it into your floorplan?

STAND ALONE CLIP 'N CLIMB CENTRE



- Get your visitors a **first class ticket to the Clip 'n Climb** universe with branded welcoming spaces like a briefing room, food and beverages, party rooms, viewing areas, changing rooms, and the reception.
- **Strong brand**
- **Franchise option** available for UK only
- **Make it memorable!** Increase your visitors' return rate.



Our numbers have been fantastic, the feedback and the number of new visitors as well as repeated visitors say it all. ”

Mark Patterson – Clip 'n Climb Ipswich



MULTI-ACTIVITY CENTRES

Clip 'n Climb is also suitable in multi-activity centres. Add more to your offering and set yourself apart from the competition. With **Fun Spot**, our **sister-company**, and **official distributors**, we developed a multi-faceted offer to increase your visits and revenue.



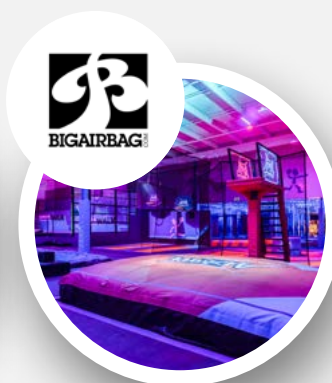
Answers, concepts and solutions to open and manage a high performing leisure park.



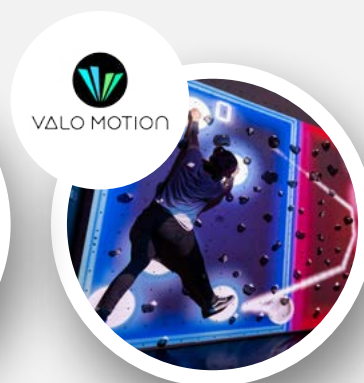
Interactivity.
Thrilling modules to add gamification to your park.



Safety solutions and adventure products.
Provide your guests with an exhilarating experience...



BigAirBag[®].
The hygienic alternative to the traditional loose foam pit.



Augmented reality.
A real ROI driver that turns a regular activity into an active play environment.



JOIN US!

We have local offices and official distributors in **several countries** to make sure our local expertise is at your services. **Our teams** from sales to maintenance, marketing and product development are eager to **support you**.

*Ready to
step up?*



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